

# Fireside Chat | **[Digital Trust]** Adapting to Regulatory Changes in APAC, How Have You Earned Your Customer's Digital Trust Today?



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## Poll Question

With respect to digital trust, how would you rate your organization's readiness?

1. Practices privacy first marketing and have robust data protection mechanisms.
2. Considers digital trust an important part of marketing strategy.
3. Complies with privacy and data protection laws.

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## Question 1

- **Defining digital trust & its significance in modern business, adapting to the growing reliance on digital interactions & transactions.**

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## Question 2

- **Role of trust in customer retention & loyalty through key components such as security, transparency, reliability, & privacy.**

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## Question 3

- **Common concerns within MarTech such as data breaches, privacy violations, & cyber threats & how to avoid these.**

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## Question 4

- **Proactive measures to build & maintain trust to help reinforce the connection between digital trust & business sustainability.**

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**Key Takeaways**

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**Q&A**